



Austin/Travis County Health and Human Services Department



The role of public health is to:

PROMOTE community-wide wellness,

PREVENT disease, and

PROTECT the community from infectious diseases,
environmental hazards, and epidemics

Holly Neighborhood Request for Application

**Public Health and Human Services Subcommittee
TBD , 2013**

**Dr. Rosamaria Murillo, Assistant Director, HHSD
Ron Hubbard, Early Childhood Education Coordinator, HHSD**

Holly Neighborhood RFA Background

- **Purpose**
 - Increase opportunities for youth in the Holly Neighborhood.
- **RFA Services: Youth Development and Enrichment Services**
 - Youth Development - designed to assist youth in their emotional, behavioral and social needs.
 - Youth Enrichment - designed to provide youth with opportunities to build confidence and self-esteem, as well as increase skills in decision making, conflict resolution and leadership.
- **RFA Criteria/Requirements**
 - Nonprofit with an IRS 501c3 designation
 - Ability to contract with the City
 - Must provide youth development and enrichment services
- **RFA Timeline**
 - Released December 11, 2012
 - RFA deadline January 15, 2013 @ 3:00 p.m.
 - Contract effective March 1, 2013
- **Marketing and Advertisement Efforts**

Organizations Submitting Proposals

- **Ten applications were received – totaling \$259,804**
 - Ballet East Dance Company
 - Creative Action
 - East Austin Academia (college prep)
 - Forklift Danceworks
 - GenAustin
 - KLRU
 - Mexic Arte
 - Phoenix Arising Aviation Academy
 - Si Se Puede Learning Center
 - Succeeding at Work

Evaluation Process and Awards

- **Evaluation Process included**
 - Evaluation tool
 - Evaluation team
- **Evaluation Criteria**
 - Experience providing youth development & enrichment services
 - Participation in community planning
 - Target population
 - Cultural competency
 - Performance measures
 - Systems
 - Data management
 - Budget
 - Recent audit or financial review status

Funding Options & Youth Services

Funding Option 1

Organization	Youth Services Provided
Forklift Danceworks	Physical Activity
GenAustin	Juvenile Delinquency Prevention
Creative Action	Theater
KLRU	Play and Learn

Funding Option 2

Organization	Youth Services Provided
Forklift Danceworks	Physical Activity
GenAustin	Juvenile Delinquency Prevention
Creative Action	Theater
KLRU	Play and Learn
Ballet East Dance Company	Dance, Sports, Cheerleading
East Austin Academia	Leadership and Workforce Development
Phoenix Arising Aviation	Science, Technology, Engineering, Math using Aviation Activities

Funding Background - Option – 1

% of Request	Agency	Scores (75 max.)	Requests	Proposed 2013 Award	Actual Funding FY12	Actual Funding FY 11	Actual Funding FY 10	Program Activity	Age
100%	Forklift Danceworks	61.00	\$ 26,000.00	\$ 26,000.00				Creative movement, dance & physical activity	0-5
100%	GenAustin	60.00	\$ 21,000.00	\$ 21,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	Juvenile delinquency prevention	11-17
80%	Creative Action	58.33	\$ 29,660.00	\$ 23,863.00				Theater and arts	5-12
80%	KLRU	58.33	\$ 30,000.00	\$ 24,137.00				Play and Learn	2-3

Funding Background - Option – 2

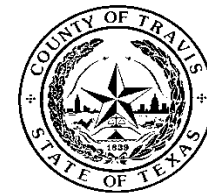
% of Request	Agency	Scores (75 max.)	Requests	Proposed 2013 Award	Actual Funding FY12	Actual Funding FY 11	Actual Funding FY 10	Program Activity	Age
82.62%	Forklift Danceworks	61.00	\$ 26,000.00	\$ 21,481				Creative movement, dance & physical activity	0-5
82.6%	GenAustin	60.00	\$ 21,000.00	\$ 17,345	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	Juvenile delinquency prevention	11-17
50%	Creative Action	58.33	\$ 29,660.00	\$ 14,830				Theater and arts	5-12
50%	KLRU	58.33	\$ 30,000.00	\$ 15,000				Play and Learn	2-3
40%	Ballet East Dance Company	57.00	\$ 30,000.00	\$ 12,000	\$ 20,000.00	\$ 5,000.00	\$ 20,000.00	Baile Folklorico, 4 sports, cheerleading	Middle school
40%	East Austin Academia (College Prep)	57.67	\$ 13,500.00	\$ 5,400				Leadership and workforce development	14-18
40%	Phoenix Arising Aviation Academy	57.33	\$ 22,360.00	\$ 8,944				Science, technology, engineering, math using aviation	Middle school

Funding Allocation Decisions/Rational

- Fund Top Scoring Proposals
 - Range of Scores
 - Option 1: 61 to 58.33
 - Option 2: 61 to 57.33
- Funding percentages
 - Found natural breaks in scores to allocate percentages
 - Option 1: 4 proposals
 - Option 2: 7 proposals
 - Funding allocations:
 - Top scoring proposals
 - Proposed funding range \$5,000-\$30,000



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Holly Neighborhood Questions – Comments